THE TIMEOUT PROJECT

DISCUSSION

An old axiom holds that the easiest way to affect any culture is to respond to a widespread and known need. If the need is great enough, any workable and constructive answer is acceptable in order to satisfy or assuage in part such demand.

By far the greatest perceived human need is to avoid the unknown we label as death. We know what it is not, but not what it is. We do what we can to garner the necessities that sustain life - food, warmth, protection, and shelter. We also support a multi- trillion dollar medical industry that attempts to provide various forms of treatment for the same purpose. Further, we establish belief systems to give us confidence if the pattern is for some reason beyond our control.

A second great unknown is a daily process that we identify as sleep. It falls into the same category, almost as severely important as the first. It consumes one-third of human existence. It is an area about which little is known, little or no conscious control is exercised, and of which little use is made other than the obvious. Animals require sleep as much if not more than humans. The animal falls asleep immediately upon release of attention.

It is to this vital need that the TIMEOUT Project is addressed. Sleep, the periods when we take "timeout" from the physical world.

Contemporary science has made little headway in determining exactly what is the phenomenon of sleep, actually not much more than the ancients. Other terms are used, but results are nearly the same. Physical exhaustion has long been the principal inducer of sleep. However, different from animals, the need in humans is often over-ridden by uncontrolled activities of the mind.

The result is a multi-billion dollar industry to help people sleep. In the United States alone, there are over 30,000,000 humans who are classified as insomniacs - those who need some form of prescription medication in order to sleep. Another 40,000,000 use over-the-counter drugs and other means to obtain the sleep state. Appropriately, this prime target base of 70,000,000 must be expanded by an estimated 130,000,000 others outside the United States who express similar needs.

Therefor, the immediate prospective market for TIMEOUT is in excess of 200,000,000 who exhibit an urgent demand for the service the TIMEOUT Project will provide. This is construed to be a conservative estimate, as 30% of the human population worldwide are believed to suffer from some form of sleep disorder.

The makers of drugs, mattresses, pillows, electric blankets, ear plugs and eye masks extol their products as prime aids to a good night's sleep in an attempt to service this chronic and massive need. The fact that the above numbers increase widely each year indicates strongly the inadequacy of such efforts.

There are more and more sleep disorder clinics for the extremely distressed. Yet sleep research laboratories are chronically under-funded, probably due to the lack of useful or practical tools emerging therefrom. Such lack may well be caused by the perception of sleep as purely a biological function or a similarly related baseline.

The TIMEOUT Project does not attempt to replace services performed by such clinics now in operation. It does not deal with sleep problems due to various physiological dysfunctions. It does provide a new tool that is designed to assist greatly in such cases where psychological factors disturb the sleep process. It is a learning system rather than a method of treatment.

TIMEOUT - the sum of over thirty years of innovative testing and research by the Monroe Institute and Interstate Industries to provide a more effective system of effective control and utilization of the sleep state.

The Project begins in a relatively conventional approach by offering help to the millions of humans worldwide who have difficulty with sleep in one form or another. These are the prime and first customer/consumers of TIMEOUT products. First and foremost is to provide a non-invasive, non-drug method of getting into restful sleep.

The use of drugs is the only effective method currently in widespread application. However, recognition is growing rapidly that such medication often produces mental and physiological side-effects that aggravate rather than cure the problem. To this date, there has been no alternative that could be put into general use.

The TIMEOUT Project will provide such a needed alternative in most if not all such cases. This will be achieved through the wide dissemination of the methods and techniques developed and now in distribution by the Monroe Institute and Interstate Industries, Inc. Such methods and techniques utilize specific patterns of sound known as HEMI-SYNC. These are non-invasive yet induce and maintain all stages of sleep and wakefulness.

Basic to the Hemi-Sync system is a processing of audible sound patterns that evoke a Frequency-Following Response(FFR) in the electrical waveforms of the human brain. As such, they are used to produce various stages of sleep and wakefulness by altering the frequency and amplitude of such sound to achieve a desired result. The sound is generated through electronic devices programmed by micro-processors. All of the methods and techniques have been protected by patent and pending patents as well as copyrights.

SUMMARY

The Project has the potential to alter constructively and completely the lives of every living human. It is the first attempt in the current scientific era to approach broadly these factors regarding sleep:

* - The ability to sleep when and as needed or desired without regard to environment or ambience.

* - Freedom from the use of drugs for sleep, and the side effects thereof.

* - Increased health and vitality through optimum use of sleep periods.

* - Better performance in the workplace and other daily life activities as a result of restful sleep.

* - The ability to adjust sleep periods in accordance with changes in daily routine, such as in jet lag and work shifts.

* - Accelerated recuperation from illness or injury through restorative sleep.

* - Stress-tension reduction through greater use of sleep relaxation modes.

* - Freedom from strong sleep dependency by conscious control of the sleep process.

* - Learning to "catnap", self-induced periods of sleep as short as five minutes, with mind-clearing results.

* - Problem-solving during sleep, utilizing the whole brain functioning process available only during the sleep state.

* - Acquisition of information of various types at all levels of awareness during sleep that may have significant value in waking life activity.

* - To awaken easily and quickly, without shock, but with immediate, full physical and mental alertness.

TIMEOUT - PHASE I

To penetrate the sleep market deeply, the TIMEOUT Project calls for an evolutionary approach in major phases, commencing early in 1992. Preparation for the major entry will begin in the Fall of 1991, with the broad public marketing of various TIMEOUT audio cassettes using media advertising and distribution through specific retail outlets. This is the first major expansion of a similar activity operated by the principals since 1975. Initially, an album of four sleep tapes will be offered, with follow-up sales in use of sleep for various learning purposes.

TIMEOUT - PHASE II

The manufacture, distribution and sale of various electronic devices that utilize dedicated sound to induce and maintain various stages of sleep.

Phase II is scheduled to begin in the Spring of 1992 with the manufacture and marketing of electronic devices that perform various sleep-inducing functions using Hemi-Sync sound, without the use of recorded tape. These will be offered through appropriate retailing systems, starting in the United States and expanding into Europe and utilizing the foundation established by the TIMEOUT audio tape cassette sales and distribution.

The TIMEOUT PRODUCT LINE

TIMEOUT SLEEP PROCESSOR-(SP-1)

A sleep-inducing unit that fits easily on a bedside table and applies the Hemi-Sync sound process to program sleep cycles for an individual throughout the night. At a pre-set time, it awakens the person gently and calmly without stress or grogginess. The SP-1 employs the latest state-of-the-art microchip technology. The unit not only tends to ease the go-to-sleep pattern, but maximizes the quality of sleep and reduces disturbances from exterior noise and other sources. Built-in stereo speakers are included, and provision is made for stereo headphone use where such need is critical.

Operating the Sleep Processor is simple. It is placed within two to three feet of the head of the user. When the AC power cord is inserted into an outlet, the unit is in a standby mode. The built-in clock is set for the correct time. Next, the desired wake-up time is inserted into the system. After lying down, the start button is used to begin the sound sequences. The volume is adjusted to a comfortable level and the sleep process is under way.

SLEEP PROCESSOR CUSTOM SP-1M

An adjustable Sleep Processor unit wherein various stages of sleep can be lengthened or shortened according to particular needs of the individual. Designed for medical applications in specific sleep dysfunctions and disorders, or for compensation in sleep needs based upon age and other factors.

SLEEP PROCESSOR II - SP-2

A modification of the SP-1 which offers additions to the sleep control process in the format of verbal affirmations introduced via plug-in microchip modules. Some are designed to take place during REM (dreaming) sleep) and others in the deeper stages of NREM(Non-Rem) sleep segments. They offer means of more productive sleep in terms of physical and mental health as well as
a means of learning new methods of self control for use during the waking state.

TIME-IN CALLER - (TIC-1)

The Time-in Caller is a specialized electronic device that awakens the sleeper at a pre-set time. It looks much like the typical alarm clock with large L.E.D. numbers to indicate the time. However, the TI-C uses selected Hemi-Sync sound patterns to begin the process of waking up five minutes before the pre-set wake-up time. This permits a smooth, non-traumatic preparation for awakening as against the concept of shock-producing bell or buzzer as a wake up method. As a result, the sleeping person awakens with a sense of calm alertness and well-being. The TI-C also can serve as a desk reminder of an upcoming appointment.

SLEEP-EASY -(SE-1)

This is a highly portable, battery-driven device whose simple purpose is to get the user into normal deep sleep. It provides the same Hemi-Sync sound pattern as the first thirty minutes of the standard SP-1, then fades out slowly and shuts itself off. It can be operated anywhere and at any time when sleep is needed. In addition to the built-in speakers, a stereo headphone outlet is provided, as well as input for an AC adaptor.

Operating the SLEEP EASY requires only the push of the START Button and adjustment of sound volume. The sound sequence resets automatically after each use.

SLEEP EASY II -(SE-2)

A modified SE-1 to permit the insertion of voiced affirmation modules similar to those used in the SP-2.

SLEEP MONITOR -(SM-1)

Designed for infants and bed-ridden adults, the SM-1 emits sleep-producing Hemi-Sync Sound patterns that help induce and maintain sleep at a constant level. Placed over or near the baby crib or bed, it contains a sensor which monitors the response of the infant or adult. If the baby cries or there are continuing sounds of discomfort, the unit modifies the Hemi-Sync output to increase the sleep pattern. If the baby continues to cry or the adult asks for help, the SM-1 emits an audio signal to notify the parent or helper.

To operate the SLEEP MONITOR, it is placed in the proper location and plugged into an AC outlet. Pressing the start button activates the sleep-sound signal. Thereafter, only volume adjustment is needed.

SLEEP MONITOR, CUSTOM -(SM-1R)

A modification of the SM-1 to include a wireless transmitter that activates a remote receiving unit that the parent or aide can carry and use over 100 feet from the bed or crib. When the Alert Signal is generated, the receiving unit emits an audio sound pulse every 20 seconds until de-activated. It is similar to a telephone paging system.

SP-2 SLEEP TALK MODULES

These are small microchip plug-in boards containing vocal affirmations and programming changes to reinforce and add new qualities to the sleep state. Included are verbal relaxation techniques, guided imagery, discomfort control, positive attitudes, productive dream generation, rote learning, to name a few. All have been in wide application by the principals through audio cassettes over the past fifteen years.

They are designed to be used with both the SP-2 and the SE-2 TIMEOUT units.

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